

PLAIN TALKS

EASTERN TEXAS ELECTRIC CO.—GULF STATES UTILITIES CO.
WESTERN PUBLIC SERVICE CO.



JUNE

1928

THE COVER

posed by

MRS. E. L. ROBINSON
(Commercial Department)

Photographed
by
BERNARD WAY

Neches Station now one of Largest Power Plants in Texas

Construction forces of Stone & Webster complete work on second Unit for Gulf States Utilities Company



G. SARGOL, OF THE CONSTRUCTION DIVISION OF STONE & WEBSTER, INC., WHO DIRECTED CONSTRUCTION OF THE SECOND UNIT



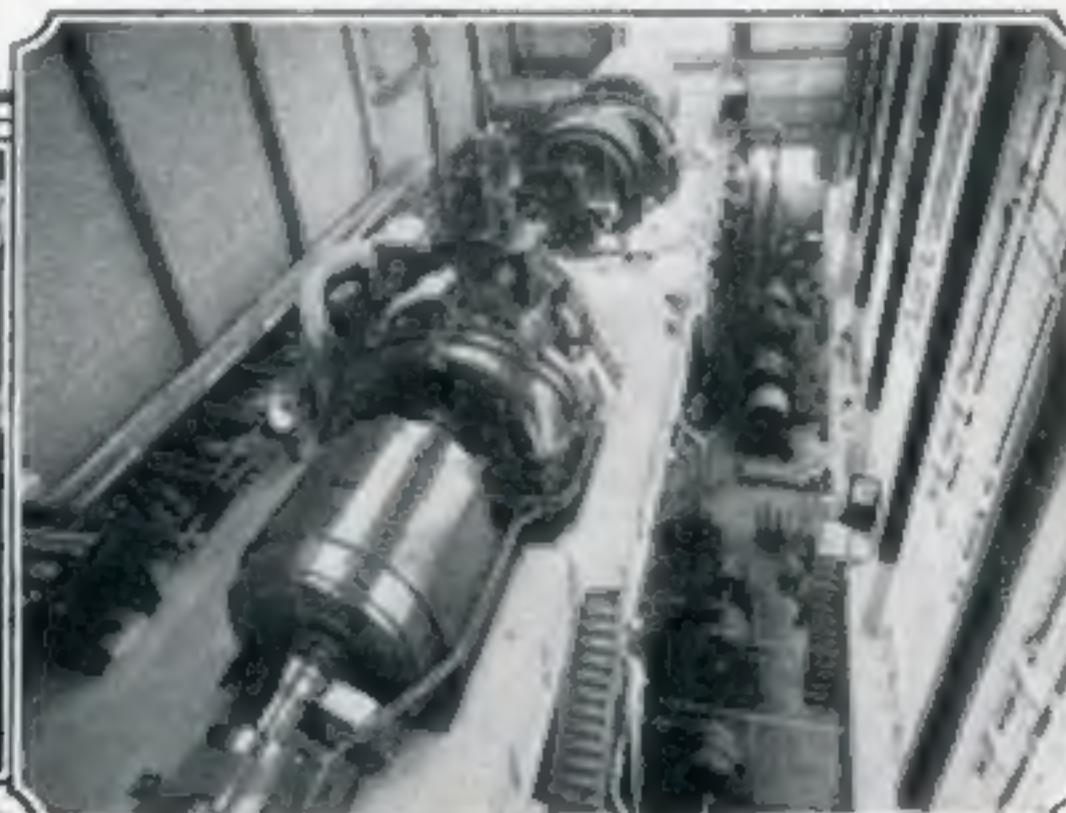
THE NECHES STATION AS IT NOW TOWERS ABOVE THE NECHES RIVER A FEW MILES BELOW BEAUMONT



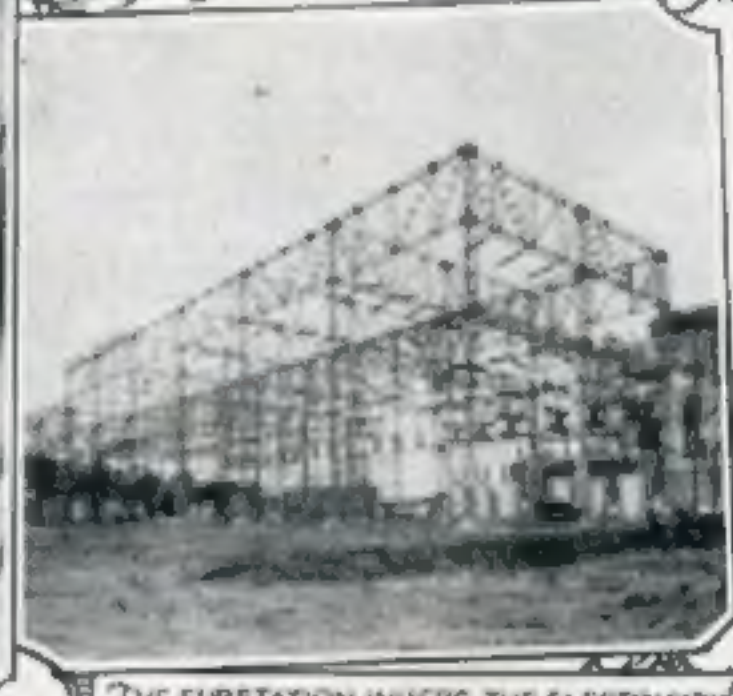
J.G. HOLTZCLAW, VICE PRESIDENT OF GULF STATES UTILITIES CO., WHO HAS DIRECTED OPERATION OF THE UTILITY THROUGH ITS PERIOD OF GREATEST DEVELOPMENT



THE BOILER ROOM



THE TURBINE ROOM—UNIT NO. 2 IN THE BACKGROUND IS THE LARGEST TURBO-GENERATOR IN OPERATION IN TEXAS, HAVING A CAPACITY OF 43,750 KVA.



THE SUBSTATION WHERE THE ELECTRICITY IS STEPPED UP TO HIGH VOLTAGES FOR TRANSMISSION TO DISTANT POINTS IN TEXAS AND LOUISIANA.

On June 1, the second unit at Neches Station went into commercial operation. Neches Station is now one of the largest power plants in the Southwest.

Completion of the new unit by the Construction Division of Stone and Webster, Inc., was heralded throughout the territory we serve, the Beaumont Enterprise and the Beaumont Journal publishing special sixteen page sections on May 31, and June 1, carrying pictures and stories of the plant.

In this undertaking the advertising department had the co-operation not only of the papers but of many of the firms which furnished material and equipment for the new unit.

An idea of the increased size of the station will be gained from the pictures above. We also reproduce elsewhere in this issue some of the pages from the special sections of the newspapers.



Whoopee! WPSCO Picnic at Calvert A Big Success

GOOD TIME HAD BY ALL
INCLUDING OLD J. PLUVIUS

All together now folks. Let's give Calvert a hand.

They deserve it. They threw the best picnic we ever had the pleasure of attending. It happened, or occurred, or what ever it is that picnics do, at the Calvert Country Club on June 14.

From north and south and east and west came members of the Western Public Service Company, Navasota Division, and other guests for the annual affair. Pleasure was the order of the day, Superintendent Brann having issued the ultimatum that no business was to be mixed into the program.

The morning was devoted mostly to the arrival and reception of visitors, although a few early birds played golf. Their experience, they reported, will be invaluable should they ever decide to hunt big game in Africa. The perils of Pauline were as nothing, they said, to the perils of putting. But perhaps they exaggerate.

Anyway along came dinner with beef and pork barbecue and potato salad and pickles and ice cream and cake and bananas and root beer and lemonade. And then bridge games for the women and golf driving for the men and swimming in the finest pool imaginable for everybody. Supper under the giant oaks. Dancing until 11:00 p. m. Then bed at a local hotel or the drive home.

"Poppie" and "Momie" Brann were there, of course, and John and Mrs. Crouch. And Mike Merriam and Gus Hollinshead and Bill Farmer and J. D. Shaw and Mrs. Shaw and John

and Jane Knapp and "Doe" and Mrs. Wilson and "Judge" Wilson and wife, and Ray Hereford and Carlton Ely and that genial fellow Crawley from Somerville and—well, you got the idea. All the folks you knew were there. The girls? Certainly.

Lee McClurkin deserved the hero medal. He hobbled in, aided by Mrs. McClurkin on one side and a cane on the other, along about noon and despite a terribly sore foot saw the proceedings through to the finish.

Bess Braunig won the high bridge prize and Jane Scherer won "booby." Harry Sharpless won the golf driving contest with Jimmie Linnehan on the "booby" end. Mrs. Murray won the ladies' golf driving contest. J. G. Holtzelaw remarked that it was obvious from the way the boys all drove that they were not neglecting their work for golf.

The first and only snake of the day was reported by P. R. Williams.

George Freeman had most fun at the dance. Tom Keiller was prize bathing beauty.

Old Jupiter Pluvius was unable to dampen the high spirits of those present although he settled the dust in mid-afternoon.

General offices at Beaumont were well represented. Jim and Mrs. Murray were there, having driven up with the Braunigs. And Julius and Sister DeBouy and Jane Scherer. J. G. Holtzelaw and R. R. Williams, W. E. Brown and Parker Allen and Paul Masterson and Jack Reidy and Jack Orrick. Oh, it was some party.

We still get a bit watery about the gills when we think of those barbecue, them ice cream, that pickles, and, yes, we have no bananas. —K.E.S.



Ball Club Plays Annual Game At Houston

By Dan Greene

The Eastern Texas Electric baseball team journeyed over to Houston on June 13, to engage in combat with the Houston Electric squad of that city at their annual picnic. The team and trip was under the management of H. C. Pressler. Not one complaint was registered, and everyone had a great time.

The team left Beaumont aboard an E. T. E. "Sunbeam" at 9:00 a. m. and arrived at Houston at 11:30 amidst a downpour of rain, and it looked bad for the game. They immediately went to the picnic grounds and the usual good things to eat that go with a picnic were enjoyed by our team in their noon hour meal. There were lots of "Elmers" on hand and "Hi Elmer" was the day's password.

There were several hundred fans on hand to witness the game and it got under way promptly at 3:30 p. m. It was a hectic battle. Infield bobbles by both teams and mediocre pitching ran the game into a large score, 12-8 in favor of Houston Electric Company. Robichau and Rafferty were the stars in field and at bat, while Fontana showed up well in field. Meyers was the outstanding player for the Houston Electric Company. We were treated royally. Robichau devoured a quart of ice cream each meal with the rest of the gang taking part in the activity around the lemonade barrels.

ACCOUNTING DEPARTMENT

In the Spring a young man's fancy turns to halts—"Pardon us, should we say altars and things." Our list of weddings during the past few weeks reads like the statistics column in the newspaper.

Miss Annie Lee Richardson, Comptometer Operator for the Eastern Texas Electric Company, was married on April 18, to Mr. H. B. Myers.

Miss Emmie Scott and Mr. Billy Cockrill of the G. S. U. Accounting Department were married on April 22.

Mr. W. J. Campbell, General Clerk of the Western Public Service Company, married Miss Madge LaBauve of Abbeville, Louisiana, on April 28.

Miss Opal Lee Cole, Comptometer Operator of the Eastern Texas Electric Company, was married on May 10, to Mr. E. A. Richardson.

Miss Loraine Rutt of the Western Public Service Company Accounting Department was married on May 27, to Mr. E. L. Flynn.

Marriage is like a railroad crossing sign. When you meet a pretty girl you stop, then you look, and after you are married, you listen.

We are glad to welcome the following people into our office:

P. H. Butler was transferred from the Garage to the Construction Accounting Department of the three companies.

H. R. Weaver was transferred from



the Port Arthur office as Automobile Record Clerk.

Mrs. Opal Richardson has been employed as Comptometer Operator for the Eastern Texas Electric Company, replacing Miss Annie Lee Richardson, who resigned to be married.

During the past few months there has been the arrival of the first baby to the families of several people throughout our organization, and as is usual for the first baby, there has been much rejoicing and celebrating. Mr. Robichau, Chief Clerk of the Billing Department, casually mentions the arrival of another fine boy at his house on May 20, and we understand that as soon as he gets his team in shape, he contemplates challenging the winning team of our Company Baseball League. We take great pleasure in again extending our congratulations.

John T. G. Nichols of the Boston office paid us a visit during the latter part of April and the members of our department attended a dinner given in his honor at Hotel Beaumont.

Mr. Nichol's talks on this occasion, as well as his remarks during personal interviews, we feel, resulted in considerable benefit to the members of our organization.

C. B. M.

At the Ice Plant Superintendents' meeting, Orange was assigned the subject of determining the size of core that must be pulled in the low pressure system of ice-making. The results have not been determined exactly as yet, but they do show that the core must be reduced in size and that the water treatment must be cut down which means a saving in refrigeration, and also in chemicals used.

MRS. DUKE IS NAMED COMMITTEE CHAIRMAN

Mrs. Sibyl Duke was appointed on June 20 to succeed Miss Hazel Webb Richardson as chairman of the Women's Committee. Announcement was made in a bulletin signed by Holtzelaw.

The selection of Mrs. Duke to fill the unexpired term of Miss Richardson, who has gone to Mexico on a long leave of absence, met with popular approval. She has always been most active in the committee's work and enthusiastic in helping to carry out the committee's very worthwhile programs.

Under her leadership there can be no question that the women will go forward with their constructive undertakings and carry on in the future, as in the past, very successfully.

ACCOUNTING DEPARTMENT STUDIES

It is with a great deal of pride that we announce the formation of a class composed of thirty-six boys and girls in our Beaumont Accounting Department who are taking a correspondence course in accounting work as given by the National Electric Light Association.

The class is under the direction of W. Alvord Sherman, Personnel and Educational Director, and is being held each Tuesday and Thursday night. At the opening of each class period, a 20 minute lecture is given by one of the Accounting Department heads. The members are displaying a great deal of enthusiasm and are making excellent headway in their work.



Annual Golf Tournament Draws Large Number of Entries

The Murrayites win!

And golf is only golf for another year.

The second annual golf tournament of Beaumont employees of our organization came to what for members of Team No. 2 at least was a very successful conclusion on June 24, when the final round ended with Jim Murray's bunch leading Julius DeBouy's gang by 11 points.

The victors received their spoils Wednesday night, June 27, at the Beaumont Country Club. They were guests of the losers at a banquet and dance and entertainment arranged by P. R. Williams and his entertainment committee. Reports from various committee chairmen were called for by Toastmaster C. B. Melton, and entertainment of a golfing nature was provided for the amusement and education of those present.

The result of the tournament was a reversal of last year's affair when Captain DeBouy's team bested Team No. 2 by some eight points. Where last year only some 80 players were entered, this year well over a hundred took part. The tournament was played at Pine Grove.

The foursomes were as follows, the members of Team No. 1 being named first in each instance:

Williams-Duke, Holtzelaw-Scherer; Fitz-Lilyerstrom, Sargl-Garrison; Sharpless-McMaster, Watson-Caughlin; Murray-Ridley, DeBouy-Hogan; Singleton-Richings, McChesney-Melton; Robinson-Serio, Braunig-Haynes; Allen, P.-Maher, Metheny-Sherman; Duborg-Griffith, Fontana-Allen, F.; Largent-Barron, Sutton-Taylor; Keiler-Blackmon, O'Brion-Farrington; Adams, E. C.-DeBouy, Orrick-Moore; Caswell-

King, Hirsch-Murray; Masterson-Merchant, Merrill-Springborne; McMaster-Haynes, Davis, F. L.-Stout; Glidden-Beagle, Luce-Davis, V. E.; Campbell-Smith, Adams-Stagg; Markward-Matherne, Duprior-Cooper; Anderson-Christianson, Alfred-Prentiss; French-Peters, Robichau-Mead; Andrews-Metheny, Shrigley-Clinch; Genaro-Gipson, Rosser-Travis; Coltharp-Butler, Johnson, C. A.-Poulson; Blanchette-Pevoto, Denton-Will; Guidry-Reid, Guelfi-Kelly; Duncan-Everett, Spence-Stanford; Johnson, J. G.-Rogers, Trenck-McKenzie; Monlezum-Greene, Jones-Weaver; Gaines-Pressler, Reidy-Sheffield; LeBlanc-Rinando, Pintsch-Denkins.

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Hal's Brother Visits Us

Harvey Luce, of the Boston Office, paid us a short visit this month. He has a number of friends here, as well as a brother, and they were all glad to see him.

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WILL POWER

In the face of all the propaganda about "cool" smokes some manufacturers are putting out, Mr. Brulard is sticking to his usual Picayunes.

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Mr. Duborg, who came down from Boston about a year and a half ago to be assistant to Mr. Holtzelaw and Mr. Fitz, proved recently that his experience in the effete East had had no weakening influence upon his hardy, Nevadian constitution. He journeyed to Houston one Saturday afternoon, returned at 2:00 a. m., and, with hardly a wink of sleep, left at 4:00 a. m. on a fishing trip to Orange.

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There is rumor afoot that our well known master mechanic, Mr. Pressler, is about to desert the national pastime for the ancient game of the Scots. He shot his first game of golf during the tournament and had such fine luck (pardon us, science) that he is now looking for someone who will trade a brassie for a bat.



Port Arthur News

By W. W. PHILLIPS

Rerouting Street Lighting Circuits in Port Arthur:

Work is progressing rapidly on the rerouting and rearrangement of all the street lighting circuits in the city of Port Arthur. This rearrangement was necessary in order to provide for a new circuit and take care of approximately 600 new 250 c.p. street lights which are to replace the present 80 c.p. lights. This rearrangement will eliminate approximately 20 miles of wire.

An outdoor 30 Kw. street lighting transformer was placed in service May 7, on the new circuit. The lights on this circuit are automatically turned on and off by means of a remote control switch.

Beautifying Grounds at Nederland:

Some landscaping has been done around the Nederland office during the past month. Shrubbery has been planted on the side and in front of the office building and also in the yard and around the residence. This has greatly improved the appearance of the company property there.

Service for Masonic Temple:

The installation of underground service for the new Masonic Temple at Port Arthur has been completed. This Temple was opened about June 1.

Clean Up, Paint Up Campaign at Port Arthur Power Station:

The turbine and boiler room floors and walls have been repainted. All equipment has been painted and the names restenciled on each unit. The outside walls of the building have been repaired and painted. As a result of this clean up campaign the appearance of the property has been greatly improved.

300 Kw. Rotary Converter is Being Installed in Lakeside Power Station:

The installation of a 300 Kw. rotary converter for city railway service is now under way. We hope to complete this installation by June 1. This will increase our capacity to 600 Kw. and that will be sufficient to take care of the railway service in this city for some time to come.

Raw Water Treating System for Port Arthur Ice Plant:

The installation of a system for treating raw water for ice has been completed at the Port Arthur Ice Plant. Heretofore, it has been necessary to use distilled water during summer months as the city water cannot be used successfully for making ice without being treated.

Service for Consumers New Ice Plant:

The Consumers new 30 ton ice plant was energized Saturday, May 12, to make some tests on their equipment. This installation consists of three 50 K.V.A. transformers for power and one 10 K.V.A. for lights. This plant will start operation some time this month.

Sixteenth Street Ice Vault Opens:

The new twelve ton ice vault at Sixteenth Street and Beaumont Road, which is leased to the Port Arthur Ice Company, was opened May 15. This is one of the most modern vaults in this part of the state. The refrigerating system consists of one single 3"x3" full automatic electric driven ammonia condenser with all necessary accessories. This vault is also equipped with an automatic ice vending machine which enables the platform man to serve customers without enter-



ing the vault. The surroundings of this vault are being made very attractive by planting shrubbery and placing shell around it.

Trolley Work Completed:

All overhead trolley work has been completed. The new Nachaud trolley rails have been installed and are in operation. The old U. S. signals have been completely overhauled and put in operation on the West Seventh Street car line.

News Notes:

E. W. Austin, Chief Clerk, was transferred May 14, to the Louisiana Division of the Gulf States Utilities Company. A. J. Haxthausen, formerly of the Eastern Texas Electric Company accounting department, has taken over Mr. Austin's work here. We were sorry to see Mr. Austin go but are glad to have Mr. Haxthausen with us.

Claude Monlezum, watch engineer, has been transferred to the Neches Power Station as turbine operator. R. C. Perdue, switch board operator, has succeeded Mr. Monlezum at Port Arthur Power Station. We were glad to see these young men get promotions.

Ed Ward, line foreman at Port Arthur, was transferred May 16 to the Western Public Service Company as foreman on the construction of the high line between Dayton and Cleveland. G. P. Fillingame, who has been in charge of the reconstruction of the overhead trolley system in Port Arthur, will succeed Mr. Ward as foreman. We wish both of these men success in their new fields.

Mrs. Mamie Bivens Voyles, due to her popularity in Port Arthur, won

the free trip to California sponsored by eight local merchants by a majority of over eight million votes. Mrs. Lee Baker will be Mrs. Voyles companion on this trip and they will leave August 3, and be gone for two weeks. They will go the southern route and return the northern route. Los Angeles, San Francisco, Catalina Island, Yellowstone National Park and the Grand Canyon are a few of the many points of interest they will visit on this eighteen day trip.

ORANGE

The people of Orange have been watching "big league" ball games in the City Leagues this season. There are six teams out for the championship and competition is running high. The Gulf States came out second in the first half but are holding first in the second half. The team is playing much better ball and are looking forward to the championship.

Since the completion of the new ice plant construction, housekeeping around the plant has been an important item. The grounds are being leveled off and cleaned of the rubbish collected during the construction.

The 100 ton ice-vault at the plant has been remodeled. Also the Orange Delivery front is being remodeled. The lumber has been ordered for the construction of the new docks where oil is unloaded for the plant.

The new rates in Orange went into effect on June 1. The reduction in rates means a big reduction in revenue from the lighting and power. This reduction can be overcome by the sale of appliances and the Commercial Department is trying to hit it hard.

—L. Goodwin.



? HOW'S YOUR HEALTH

BY DR. W. F. THOMSON



THE STITCH THAT SAVES

An ounce of prevention
Means more to us all
Than tons of intention
That's merely a stall.

Prevention and treatment are two things.

Many of us preach and all of us know that "an ounce of prevention beats a pound of cure," but so few of us make any practical use of it.

The majority of us prefer to delegate the care of our health to the health officer, the visiting nurse and to the physician while we pursue what we are pleased to call the more important affairs of state and station.

When prevention is possible, treatment's a waste.

Though fully cognizant of the fact that "a stitch in time saves nine," even the so-called "practical business man" will spend nine dollars in his efforts to save one; whereas, one spent wisely in prevention would have saved the nine.

It's a queer quirk of the human mind that we who boast of our business sagacity classify investment in prevention under the head of "expense." Prevention is profit, treatment is expense.

For most our woes,
We must confess,
Are caused by nothing,
But carelessness.
Ignoring Dame Nature,
Man does as he pleases.....
Then calls in the doctor
To cure his diseases.

It isn't consistent with our conception of common sense to suppose that one may

disregard the laws designed for the preservation of good health....and get by with it.

We who enjoy good health by reason of our having inherited clean blood and sound bodies, accept it as a matter of course; when, as a matter of fact, it is a fragile thing, highly sensitive to indignities and indifference.

JUNE JAUNTS WITH BABY

Baby Badger, fine li'l kid....
Took 'im tourin', mother did;
Awful water, milk was bad....
Baby Badger's mother's sad

And the safest place for baby's in the shelter of 'is home.

When an 18 month old baby goes to picture show and yells at the top of his voice for an hour, it's a sign that he isn't enjoying the picture.

Even aboard the luxurious, transcontinental limited, where only water of known purity is supplied, and where only clean, well iced milk is served on the diner, the mere change in the water or diet is often sufficient to precipitate a digestive disturbance the control of which may or may not be successful.

Visiting Grandma is another favorite summer complaint. At Grandma's the baby is thumped, bumped and jumped until he's sick from sheer exhaustion. Everybody comes in to see him and everybody kisses him on the lips—(much to his disgust). Even the famous "4 out of 5" who have pyorrhea, and those with dread "halitosis" overstep the "danger line." If blessed with a well established natural immunity, he will, perhaps, survive such bacterial barrages.



Interesting Sights In and Around Beaumont

Gordon Anderson, Crown Prince of the Voth Road, departing for an unknown destination just ahead of a large and very angry gander.

Mr. Morrison refusing to eat because he's got to save the old appetite that glorious dinner he knows Morris has for him.

D. Fite not having a good time.

Ernest Little raffling off a puppy at the Sales Meeting for the down payment on a vacuum cleaner.

Mr. Allen trying to get rid of an irate customer on the telephone with seven minutes to make his train. P. S. He didn't.

NOTICE

The District Representatives wish to announce that they are considering the presentation of a three ring circus, featuring the wild animals in their territories.

Mr. Barrow will lead off with his trained monkeys.

Mr. Andrews will then exhibit his fighting cock with which we understand he fought a losing battle and retired with honorable wounds.

Mr. Glidden will supply the carnivorous animals, chief among which are his wild dogs of the plains.

Parrots, cats, geese and other dangerous and sensational animals will complete the cast. Don't fail to miss this hair-raising exhibition, to be held June 41, 1896.

We have received word that the newlyweds at Liberty are a big success. From the fine work that George is doing, we know Erline is a big help.

NOTICE OF ILLNESS

Mr. Benjamin Stagg was caught yesterday when he wasn't in a hurry.

The ambulance and several doctors were called immediately and we are glad to report that though his condition was serious he has recovered and is again normal.

Mr. Andrews won the pencil to match his fountain pen. This was the prize to the district representative selling the most irons. Andy certainly is spreading himself.

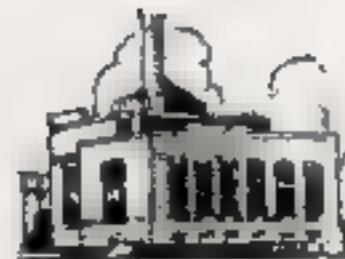
May was the biggest month we have ever had in the Gulf States Utilities Company and Western Public Service Company. We not only smashed the bogie on irons, but are sitting pretty on a large and mountainous gross.

Mr. Handley sold two washing machines in Nederland last month. Congratulations.

Vague rumors from the field of battle at Silsbee are drifting into the Beaumont office. Mr. Saxby is painting the town red.

The Navasota Division is out after refrigerator business in earnest. They sold 28 refrigerators against an estimate of 15. Don't think they confined themselves to that though, because Mr. McClurkin's organization took time out to pile up a gross that completely ruins their bogie.

The Sales Department wishes to express appreciation for the wholehearted co-operation received from all departments. We wish to especially mention the Distribution and Billing Departments.



Mrs. Voyles is very proud of her iron campaign for May, but she says that we still have a job ahead of us this month and we will surely have to hit the ball on our Graybar Irons and Electric Shelves.

The Graybar Iron is an old friend of ours, but the shelf is something entirely new and every thrifty housewife wants the new, economical things that will lighten her work and beautify her home. This useful utility shelf has two convenience outlets and provides just the right shelf space for those three indispensable, small appliances, the iron, percolator and toaster, where they will be out of the way but ready for use at an instant's notice. Don't fail to see this new time-saver.

BEAUMONT LINE DEPARTMENT WORKS SAFELY

The Neches Canal High Line had to be built over the live 2300 V. distribution lines in the city streets of Beaumont for a distance of approximately a mile.

The installation of this new line was made safe by the use of the "cribs". These were temporarily installed on each of the distribution poles on which the new wires rested while being installed, thus preventing them from coming in contact with the live lines. After the new wires had been installed and pulled up to the necessary tension, ample clearance over the live distribution lines was obtained and the "cribs" were removed and used again in another location.—F. W. Merrill.

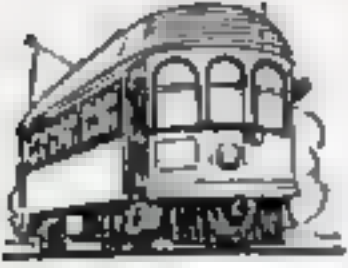


GEORGE MORGAN SHOOT'S GOLF AC

To prove Port Arthur golf is picking up in anticipation of the final round of the inter-city tournament here next Sunday the instance of a hole-in-one was being cited at the Country club late yesterday.

George B. Morgan joined the mythical club of aces when he sunk his tee shot on No. 3 hole, 135 yards. He drove off with a mashie.

Morgan was playing in a foursome with Henry Mills, Herbert Henderson and Henry McCord. — Port Arthur News, May 20.



Safety Contest Winners Hold Big Picnic



At
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1. The "Boss" Himself.
2. "Capt." Boyd of winners in Bow.
3. "We want bait."
4. The Safety department and others.
5. Sailing, Sailing.
6. Eats.



Not a Company Car



If you have a very distinct recollection of the good old days when machines such as this frightened the horses on main street you are, well, not so young as you once were. The relic was being used as a street advertisement by one of the Orange auto dealers and when it passed our Orange office Miss Carrie Allen climbed aboard and "had her picture taken." Note the absence of windshield, the buggy lamps, etc.

Shaeffer Method of Resuscitation Saves Another Life

Beaumont, Texas, June 4, 1928.

Mr. A. A. Adams,
Gulf States Utilities Co.,
Port Arthur, Texas.

Dear Mr. Adams:

We have your report of a serious accident which occurred recently at Port Arthur, in which one of your men, Raburn Balch, was injured by being severely shocked and was rendered apparently lifeless.

The splendid performance of you and your men, from the moment that Mr. Balch sagged helplessly in his life belt at the top of the pole, to the time that he was revived by your immediate application of the Shaeffer Method of Prone Pressure Resuscitation, deserves our most sincere congratulation and thanks.

We want you to know that your Company is proud of you, Mr. Pre-jean, Mr. Huffman, Mr. Cooper and Mr. Legg, because of your presence of mind and because of your ability to handle this situation and save the life of one of our boys.

Sincerely,

Signed E. S. Fitz,
for J. G. Holtzclaw.

Application for the Insull Medal for Mr. Adams has been made.



WOMEN'S COMMITTEE MEETING

By ALICE McMASTER

The regular monthly meeting of the Women's Public Information Committee was held in the Assembly Room at the Distribution Building at 3:00 o'clock Wednesday afternoon, May 23.

The meeting was well attended by both local and out of town members. Miss Alma Burnitt of Calvert represented the Navasota Division at this meeting.

L. C. McClurkin of Navasota made a talk on Commercial Activities in the Navasota Division. He told of the conditions before they had any facilities of any account for displaying merchandise, and of the educational work which was begun among the employes concerning the sale of appliances, etc. The District Representative plan was then started, and a notable increase in the K.W.H. per customer has been obtained. He also discussed the development of the ice industry and the merchandising of refrigerators.

J. E. Murray, Assistant Treasurer of the Gulf States Utilities Company and Western Public Service Company, compared the working conditions of women a few years ago with those of today. Mr. Murray said the working hours are attractive to most women; there are company dances, banquets, and the company offers vacations to its employes with pay; then picnics, golf tournaments, and the annual Christmas Tree. These are just a few of the attractive features offered the women of today, whereas they used to know nothing but hard work

Meal Time



They can't "knock off" for lunch down at the Neches Power Station. They must eat on the job. Here you see A. Laughlin washing down a sandwich, keeping an eye all the while on a gauge.

and long hours. More personal contact and social activities are prevalent today than several years ago. One gets acquainted with the person working next to him, as well as with most of the others in the company. Conditions are greatly improved, as a whole.

Miss Elaine Self gave two entertaining readings, which were well received by the committee.

Following the serving of a salad course to the members and guests, the meeting was adjourned.



Picnic Is Prize of Safety Contest

One of the most interesting safety contests ever held by the operators was the recent transeontinental airplane race from New York City to San Francisco sponsored by Superintendent Singleton.

The trainmen were divided into four teams and supervisors Thomas, Christopher, Eggleston and Boyd were the captains. The contest started on April 1 and ended on May 10. Captain Boyd's team reached San Francisco with a several thousand mile margin over his nearest opponent.

The prize had not been announced; but on June 8 Captain Boyd and his team were instructed to report at the Trainmen's building at 1:45 p. m., clad in fishermen's clothes. The party, including guests, set out in an automobile caravan to the beautiful banks of Massey's Lake, where a real camp had been established by Pat Cannon's Track Department, who preceded the crowd with a truck that was heavily loaded with eats and drinks.

Immediately after the party arrived, everyone was supplied with fishing tackle and a can of bait and was soon doing his stuff, trying to land his share of the finny tribe.

Pat Cannon was the champion fisherman of the day, having caught his usual string of Irish trout.

When the dinner hour came, business began to pick up and everyone ate and drank to his heart's content.

After dinner, the party was entertained by a talented vocal quartet, accompanied by E. L. Hickman with his harmonica and guitar. At the same time there was an interesting domino game, with Roy Blanton and W. O. Fedd winning the championship.

Long before the party broke, everyone had found out just how Mr. Singleton en-

Now Girls!



Excitement is running high among the Beaumont Accounting Department girls. The fact that a number of recent brides previously occupied a certain desk in that department has caused the other girls to think that it is possessed of a magic power. Here you see the girls awaiting their turns to sit at this desk.

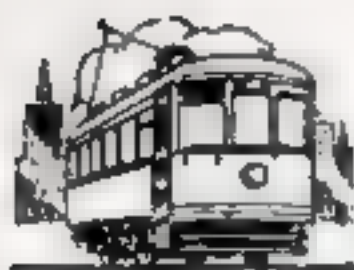
Father—"Want me to help you with your home work son?"

Junior—"No, thanks. My teacher said she would rather I got it wrong myself."

tertains and frankly admitted that they had the time of their lives.

C. J. Wilbanks, operator and ex-leather neck, carried away the honors of being the champion hot-dog eater.

The personnel of the winning team follows: C. A. Boyd, captain, J. Bagley, R. E. Barnes, R. E. Blanton, Tom Brown, A. Christopher, H. L. Daugherty, J. A. Eakes, W. O. Fedd, H. H. Goza, E. E. Herring, E. L. Hickman, I. B. Johnson, J. W. Mayton, H. E. Merritt, T. E. Rudd, C. J. Wilbanks, and Wooley. Others attending were L. C. Singleton, Geo. DuBorg, J. T. Reidy, F. W. Allen, W. E. Brown, W. V. Holik, E. C. Adams, K. E. Sutton, H. E. Braunig, J. O. Potts, Pat Cannon, H. C. Pressler, O. W. Gaines, D. H. Poulson, F. S. Sheffield, and "Rags."



ESSENTIALS OF SALESMANSHIP

1. Personal Appearance

Look prosperous and act prosperous. Have a daily shave and shine. Dress neatly so that your appearance will have a favorable reaction upon the prospect.

Courtesy and Kindness

Be kind—that is a great virtue. Be courteous. It costs nothing and gains many a signature on the dotted line.

3. Promises

Keep yours. Encourage reliability by not giving your word promiscuously.

4. Enthusiasm a Valuable Asset in Selling

Enthusiasm is a strong, inward mental force which gives life, fire, vigor to all other selling qualities. Throw your very heart and soul into your work. Enthusiasm convinces and captures your prospect.

5. To Win—Take Chances

Be sure you are right and take chances if you hope to win big prizes. The man who never made a mistake never made anything else worth while.

6. Faith

You must have faith in yourself—faith in your service or commodity—your house then you can sell.

7. Persistency

“Never Give Up” should be the slogan of every salesman. Remember the world loves a fighter and every man respects one who can sell.

8. Knowledge

Qualify yourself to answer firmly all questions pertaining to your product and your firm's policies. Keep abreast of business conditions by reading your newspaper assiduously.

9. Don't Knock

Don't knock competition or other salesmen, but drive home the nail of truth with the hammer of will. This pace is necessary to win in the selling race.

10. Think and Work.

—Fyr Fyter.

Tennis Tournament

A tennis tournament, played for the purpose of selecting a tennis team to represent the company has just been finished. Thirty-two Beaumont employes participated. W. A. Sherman, Educational Director, was winner of the tournament, defeating A. T. Denton in the finals by a score of 7-5, 6-2, 6-3.

In the first matches, Denton defeated Johnson, Little defeated Coltharp, Maher defeated Allred, Fontana defeated Wilson, Foreman defeated McMaster, Davis defeated Stahl, Johnson defeated Charlton, Melton defeated Serio, Sharpless defeated Peveto, McGraw defeated Landry, Rosser defeated Gucifi, Honsberger defeated Kelley, O'Brien defeated Voyles, Daniels defeated Glidden, Sherman defeated Wilson, and Stagg defeated Haynes.

Some hotly contested matches were played, five of them going into three sets before the winner was decided. The complete team will consist of one doubles team and four singles teams. The players are Denton, Maher, Foreman, Sharpless, Rosser, and Sherman with Davis and O'Brien as alternatives.

As a whole the tournament was a success, a fine spirit of sportsmanship being prevalent throughout the playing. The team has already been scheduled for several out of town games, and they have our best wishes for a successful season.

“Weather bureau? How about a shower tonight?”

“I don't know, but I'd advise you to take it if you need it.”

Father (to child just put to bed)—
“Now what are you crying for?”

Son—“I wanna drink.”

Father—“So do I. Go to sleep.”



NECHES POWER
PLANT SECTION

BEAUMONT ENTERPRISE

NECHES POWER
PLANT SECTION

30 Thousand Square Miles in Texas and Louisiana
receive electric power from Gulf States Utilities Company's Neches Power Station.

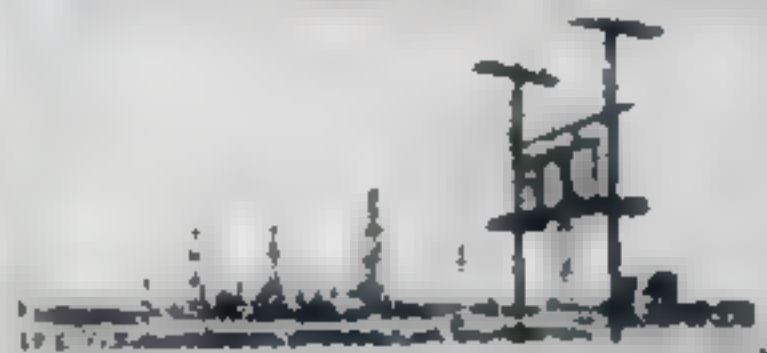


BEAUMONT ENTERPRISE NECHES POWER STATION SECTION

Connects Transmission Systems of Dayton



Oil Industry Electrified by Gulf States



**The Gateway
Depen**

The new NE
erected by
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Company's
pendable or
and Sonnet

Westinghouse



BEAUMONT ENTERPRISE NECHES POWER STATION SECTION

Local Officials of Gulf States Utilities



SINGING A S



Plain
Talks

Company



All to im-als

ONE & WEBSTER
CORPORATED

ONG OF HELPFULNESS

The second unit at the Neches Station completed. The new generator, one of the largest in the southwest, is humming smoothly - humming a song of helpfulness.

Out over the wires it speeds along to farm and factory and home. Its name is electricity. Swiftly and quietly it comes to your aid. No task too small, None too large. Click! goes a switch and humanity's burden is lightened.

Truly a thing of magic is electricity. Its contribution to the development and prosperity of this country of ours is beyond calculation. Progress follows the copper highway.

In adding a second unit at Neches Station we are again building ahead of the needs of this rich territory. But we are confident that development will follow and justify the addition for now every city and town that we serve can say, more proudly than ever.

We have dependable public service. We have ample electric power. Approximately 80,000 horsepower at Neches Station are now back of your switch!"

**Gulf States
Utilities
Company**

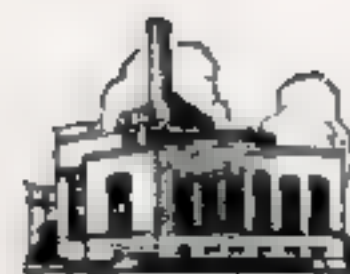
THE BEAUMONT JOURNAL

Neches Station now one of Largest Power Plants in Texas
Construction force of Stone & Webster complete work on second
Unit for Gulf States Utilities Company



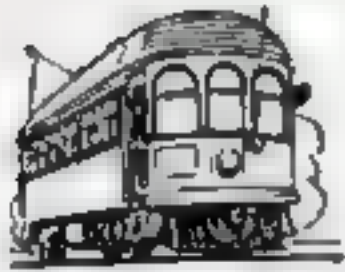
...the new unit...
...the new unit...
...the new unit...

Ch. GENERAL ELECTRIC



Calvert Picnic Pictures





Navasota Bambinos Wham the Ball

Navasota Division, Western Public Service Company may not be long on good golfers but neither is it short on bogie busters. If things keep going at their present pace a while longer, they might as well make a blind bogie for the folks up here to shoot at.

In the early days of May when some of the gang saw the mark which had been set for sales in this division, a few of them were a bit skeptical of possible accomplishment. But that was in the early days of May. The Bambinos had not swung their bats enough to feel the heft of the clubs. Then a bit of exercise loosened up their muscles and they set to work with a will to drive the ball over the fence. Along toward the middle of the month averages began to climb and in the wanning days the high flies went far afield and o'er the boards, rolling on down the hill.

As each mark was passed, the swing of the bats, the crack of the spheres, added zest to the sport. The bogie, the highest of the year, set at \$13,945 had been passed and a new high mark set at \$18,000.

The story of merchandise sales in this division during the first five months of 1928 reads like the tales of the late Horatio Alger. Each man and each woman, striving for the good of the organization has lent his earnest effort that the team might win. There has been no striving for individual distinction, just a wholehearted co-operation on the part of every employe with the ambition to beat the best previous record.

From town to town and district to district, this spirit of do and dare has run like the weaving of a pretty story, reaching its climax first here, now there. Holding enthralled each rival town, whose only ambition has been to do a little better, no, much better than the other town had done the month preceding.

The first of June showed sales running in excess of \$51,000, with a bogie of \$40,000 considered a high figure itself, when estimates were prepared based on a large increase over the same period for 1927.

Every employe has taken part in this excellent performance. "Pep" meetings have been held at each of the plants and every source of information relative to prospective purchasers has been worked.

Deep interest displayed by ice wagon drivers, linemen, engineers and others inside and outside the plants has brought to the notice of district representatives and superintendents the many opportunities for added sales.

Hours have been of little consequence. Employes have lived with the business, devoted thought and attention to it in their social contacts as well as their daily business transactions.

Suggestions for the furtherance of sales have come from heretofore unsuspected sources of sales ideas. From Kosse to Alvin the same spirit has been in evidence, the same desire to work and win has run along day in and day out.

It is the ambition of all employes to beat the best companies in the nation on the Kw-h consumption per customer.

As the games won and lost tell the story of each team's progress in the



baseball leagues, so do the following figures tell the tale of Western Public's record for the first five

months of 1928. In the parlance of another sporting game: "Read 'em and weep."

	Bogie	Actual	Over
January	\$ 4,755.00	\$ 4,855.00	\$ 100.00
February	5,662.00	5,665.38	3.38
March	6,326.00	10,922.21	4,596.21
April	9,574.00	11,692.44	2,118.44
May	13,944.00	18,078.64	4,134.64
Total.....	\$40,261.00	\$51,213.67	\$10,952.67

—C. A. Brann.

Junk



Just a few of the hundreds of old irons traded in on new Westinghouse Automatics during May in Beaumont. The bogie for Beaumont was 225 irons. The boys and girls sold 407. Marcus Andrews, on the left, was high man with a total of 63 to his credit. Others in the picture are Virgil Tunstall, District Representative, and Darrel Shine, student.

LOCAL ICE PLANT CHIEF ENGINEERS' MEETING

The Chief Engineers of the various ice plants in this district attended an all day meeting in the Assembly Room of the Service Building on May 15. The following were present: E. S. Fitz, H. R. Sharpless, R. A. Landry, J. C. Tucker, F. A. Wilson, Beaumont; F. W. Bridler, J. Edgar, H. M. Culpepper, Port Arthur; C. M. Russell, C. M. Fleming, J. F. DeLage, Orange; Paul Himmelreich, A. E. Hatley, Sour Lake; F. B. Williams, Liberty; T. A. Sandige, Dayton; and Dean Saxby and M. Miller, Silsbee.

The purpose of this meeting was to have a general discussion of ice plant operation maintenance so as to benefit all present and to tend toward better economy in the manufacture of ice.

Various questions pertaining to the problems of manufacturing ice were discussed, and short talks were made by Mr. Fitz, Mr. Sharpless, Mr. Bridler, and Mr. Landry.

The next meeting will be held in July at Beaumont.

Cupid is still at work inside of our organization. His latest victims are Miss Winnie Goode, of the Billing Department, and Mr. Ewing Dishman, who is a member of the Engineering Department on the construction job at the Neches Station. Winnie became Mrs. Dishman May 25.



Navasota Group News

DIVISION OFFICE

Mr. Jan Rienstra, Refrigerating Engineer, Navasota, Miss Elizabeth Lord, Cashier at Alvin, and Miss Sybil Jones, Cashier at Conroe, have resigned in order to accept positions with the Cia. Colombiana de Energia Electra at Barranquilla, Colombia, South America, of which Mr. Paul Freeman, formerly Division Superintendent, is now vice-president.

It is reported that two young ladies from Houston in addition to some other Houston folks will also make the voyage soon.

Mr. Jesse Garvin, Postmaster at Navasota, has sailed to Barranquilla, where he is to be Assistant Sales Manager for Mr. Freeman's company. He obtained a leave of absence as postmaster and prior to his departure sold his meat market which he had conducted for several years in Navasota.

Several transfers and changes in the personnel were made June 1. W. T. Thagard, District Representative at Calvert, was transferred to the Groveton-Trinity District while A. R. Wilson moved from Groveton to Calvert.

C. O. Drennan, Cashier at Conroe, was sent to Madisonville as District Representative while C. E. Henry moved from Madisonville to Conroe, exchanging places with Mr. Drennan.

Miss Mabel Madeley has been employed as cashier at Conroe in place of Miss Sybil Jones, who has resigned.

Miss Margaret Henderson of Alvin

has assumed the duties of Miss Elizabeth Lord as cashier, the latter resigning, while Miss Katherine McDonald has been employed to take over the duties formerly performed by Miss Henderson.

ALVIN

Arrangements are being made to sell \$30,000 in street paving bonds, the proceeds to be devoted to paving the principal streets in town.

A new high school building to cost \$65,000 and repair to the present building will cost approximately \$80,000 for which the citizens recently voted bonds.

A new ammonia compressor has been installed in the ice plant here making far greater efficiency at reduced expense.

The Cape Jasmine crop was far below normal this year due to late spring.

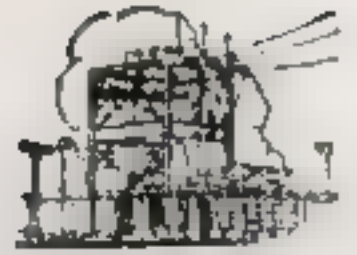
BRYAN

Gas has been substituted for lignite at our ice plant here and the plant is now manufacturing ice. Other repairs to the tank and vault were made in order to increase efficiency.

The city commission has ordered 5000 feet of additional sewer laid and has obtained a two cent reduction in the fire insurance key rate by extending water mains.

CALDWELL

Formal opening of the new Burleson County Court House attracted



many visitors from nearby towns and also several state officials.

Construction of a new Baptist church on the site of the old one recently razed has begun.

A ward for women has been added in remodeling the county jail.

Humayer Bros. are remodeling their Main street building.

Caldwell almost tripled its merchandise sales bogey during May and got a good start in June.

CALVERT

One of the best customers obtained here is the Southern Pacific Railroad Company, which has installed electric motors for the purpose of pumping from 3,000 to 6,000 gallons of water per day at a well two miles east of Bremond.

Sales of merchandise in the Calvert District exceeded \$3,000 during May, several new electric ranges having been sold since the advent of natural gas.

Gas has been installed to replace lignite as fuel in the Calvert plant.

CLEVELAND

During the month of May a marked increase in lighting load was obtained principally through the sale of awning lights. The largest single installation was 92 awning lights and 15 display window lights.

The Farmers' State Bank installed

45 lights and Carnes Dairy 40 lights. This last installation is a novel one as the lights are strung around the barn where the cows are milked.

Eighty per cent of the business houses in Cleveland now have awning lights.

In addition to the above, Cleveland exceeded its merchandise sales bogey for the first time in its history.

Rent houses are in demand and four of them costing \$2,000 each are being constructed.

The Magnolia Pipe Line Company has a crew at work installing electric motors for pumping.

CONROE

During May a two-pole extension was made to serve two residences and one business house, all of them old establishments which had not used electricity before.

An extension eight-tenths of a mile long to Royal College for negroes has been approved and will be made before the next session opens.

Tomatoes, cabbage and cucumbers raised near Conroe are being shipped out, our company icing the cars. Indications are that at least 100 cars of vegetables will be shipped out of Conroe this season.

A contract has recently been closed with the G. C. & S. F. Ry. Co., for four additional street lights for their crossings, each light to be 250 C.P.

Eight standard lighting fixtures in the store and fourteen Jill reflectors



with 100 C.P. each in the windows have been installed in Rosner's Dry Goods Store.

The Baylor-Dawson Buick Company is building a new brick sales room, garage and filling station.

County Attorney Strode is erecting an attractive residence.

FRANKLIN

Improvement to the waterworks was promised the Chamber of Commerce by our company at a meeting held during May. Larger pipe is to be used to replace much that is too small and some of which is very old and disintegrating.

There are now twenty-five electric ranges in Franklin, six of which were sold during May.

A new "M" System Store has been opened and residents are discussing plans for a hospital.

Merchants have agreed to close their stores each night except Saturday at 6:30.

GROVETON

Plans are being perfected for construction of a new creamery in this city by the Dixie Creamery Company.

A Chamber of Commerce has been organized here and has begun activities to build up the town and surrounding territory.

Among the new businesses opening

recently was an "M" System store and a cleaning and pressing shop.

Recent rains have assured a good vegetable crop and cotton raisers are anticipating a good yield of their crop.

HUNTSVILLE

Efforts are being made by the city council to provide funds for the installation of street lighting.

Following the subscribing of \$23,000 in stock by local business men, the Dixie Creamery Company is preparing to begin operation of a \$57,000 creamery in this city. The plant will be equipped with electric motors for refrigerating and manufacturing machinery.

Approximately 1,000 feet of secondary extensions were made during the month of May to provide service for new ranges installed.

During the month of May ten building permits were issued for residences and other buildings to cost \$44,000.

The business office of the Western Public Service Company was moved to a recently acquired new location on the square. The quarters provided are much larger and considerably more attractive than the small room formerly used. The latter has been subleased to a furniture dealer.

The state prison has recently installed a 200 g.p.m. water pump and this will be connected to our lines. It is the plan of the authorities to purchase considerably more power from our company.



HEARNE

New concrete standards for street lighting have been installed by the city of Hearne and will be connected soon.

A proposition has been made to the city of Hearne by our company for the interchange of power but no definite agreement has been reached.

City Engineer Beaumont made a trip to the Neches Station for the dinner given by the Gulf States Utilities Company in May. He was the guest of John L. Crouch, District Superintendent at Calvert.

MADISONVILLE

In order to build a new high school, a bond issue of \$80,000 has been voted.

The J. M. Viser Dry Goods Company has moved into a new brick building constructed for its use and has installed modern lighting fixtures as well as awning lights.

NAVASOTA

The office has been remodeled, all old wiring replaced and the general appearance of the store generally improved. Installation of a rear wall of textone finish in the display window has added much to the appearance of this space for displaying merchandise.

The city council has recovered from the State Banking Commission \$26,000 in bonds which had been held by the commission since the failure of the

Farmers' State Bank of Navasota in 1926.

City taxes are being paid and the city authorities have signified their intention to collect all delinquent taxes even though it may become necessary to file suits in order to accomplish this.

The Navasota Golf Club has arranged for a tournament to begin July 2. A large silver cup has been donated by two members and much interest in the contest is being displayed by the club members.

The State Highway Department has authorized concreting of the Houston road from a point five miles beyond the city to the present end of the paving in the city and has also authorized paving of the Bryan highway from Washington Avenue in Navasota to the Navasota River.

The Daughters of the American Revolution are endeavoring to collect funds for the purpose of erecting a statue of the French explorer LaSalle, who died at a point near this city.

SOMERVILLE

Considerable construction activity is noted in this town at present, the new high school building attracting the most attention.

The sewer system, which is to give a much needed utility to the community has progressed splendidly, the ditching machine working regularly and the tile being laid.

The Western Public Service Company, awakened to the realization



that it was trailing other properties in the Navasota Division, took on a sales job in earnest and "busted" the bogie so badly that more power will be required here before the opening of the cotton ginning season.

TRINITY

Work has started on the new \$80,000 school building which is to be ready for the opening of the next fall term. Mr. R. E. Meekins of Trinity is the contractor.

This same contractor is erecting a new brick garage building on the site of the Smith and Blackman frame structure which was removed.

A new mop factory with a capital of \$12,000 has been organized and is expected to employ 25 or 30 men.

Mrs. F. P. Parker plans to build a new brick store building on Main Street and will remove the present frame building.

Mr. R. L. Arnold has erected an attractive new residence while several of the older houses are being repainted and repaired.

At the end of May there were 305 electric customers, seven of which were connected during the month. Superintendent J. A. Outlaw has expressed the opinion that 25 or 30 more new customers will be connected up during the summer.

SILSBEE

By the time this issue of Plain Talks reaches its readers, Silsbee's new office and store probably will have been formally and appropriately

opened. The new location is on the town's best business block and has been fitted up for proper display of merchandise and handling of company business in general.

Allen Littlepage has taken Paul Masterson's place in the Silsbee organization. Paul has gone with the auditing department in Beaumont.

The cigars were on Mr. Scott this month, having become proud papa of a big new boy at his house.

Superintendent N. A. Cravens was reported to be lying awake nights thinking up his speech for the grand opening of our new store.

I want to thank all the P. A. gang for the beautiful present they gave me when I was transferred to Silsbee.
—Dean Sarby.

IT REALLY HAPPENED

Hubie stayed up too late the night before, so the story goes, and went to sleep during church the next morning. When the sermon came to an end, Hubie awakened and thought it necessary to show his appreciation. He did—the whole congregation gasped when they heard him loudly applauding. He realized where he was, however, when Bess shook him and said in a loud whisper: "Hubie, you're in church!" And we were also told that everyone laughed at Hubie so, his wife and daughter were ashamed to be seen with him. If you don't believe it is so, ask Watson.

ENGAGED IN NOBLE WORK

A minister who lived in the suburbs said during his discourse: "In each blade of grass there is a sermon."

Late the following afternoon a broker, a member of his flock, discovered the good man pushing a lawn mower about his garden and paused to remark: "Well, parson, I am glad to observe you engaged in cutting your sermons short."



The Hull Works



Hundreds of old irons were taken in trade during the May iron campaign but Rhea Hudnall at Hull apparently wins the prize, if any, for removing from circulation the oldest antique. He is shown here with the hay-burner one woman was using because she believed electric irons dangerous. Ray appears to have similar fear of this gasoline consuming contraption.

Here's Miss Hull of Hull, folks. That's her real name—not one won in a bathing beauty contest, although we nominate her for the honor if Hull ever stages such an affair. Miss Hull presides very capably over our Hull office and when Superintendent Hudnall is away she is the Hull works if you'll pardon the pun. She is one of the most enthusiastic workers in the organization and is doing her bit to bring about a more complete electrification of Hull homes.

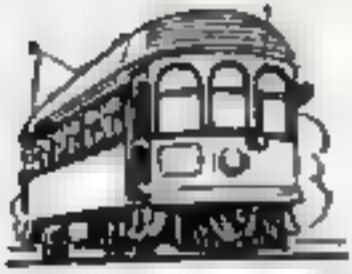
The following changes were made in the location of District Representatives, effective June 1:

W. T. Thaggard was transferred from Calvert to Groveton and Trinity, with headquarters in Groveton.

A. R. Wilson was transferred from Groveton and Trinity to the Calvert

District, with headquarters in Calvert.

C. O. Drennan, Cashier at Conroe, was transferred to Madisonville as District Representative in the Madisonville District, and Mr. Egbert Henry, District Representative at Madisonville, was transferred to Conroe as Cashier.



HULL

We have a brand new awning in front of our office now which certainly improves the looks of things.

Plans are being made to gravel the drive in front of our office and to provide sufficient turning space for cars to drive in and out with more ease.

Hull is on the "Merchandising Map" again. Last month we sold a General Electric Refrigerator and we have sold one this month.

About a year ago, a good natured looking young Swede came in to our office and applied for electrical service. In due time he was serviced and then came those monthly visits to the office to pay his light bill. We noticed that each time he came, his gaze fell longingly upon some electrical appliance. We were always eager to explain just how each appliance was used and one day at the mention of an iron, we learned that he was especially interested in that article.

"I've been trying to persuade my wife that that is just what she needs," he said, "but I'm not having much luck for she is afraid of them."

"Has she ever used one?" we asked.

"No," he replied, "and I can't get her to try one."

"Suppose you take one out with you and let her try it," we suggested.

But the young fellow had evidently talked it over with friend wife, so he declined.

A few months later the subject of the electric iron was again brought

W. S. DIXON, Jr.

Born May 18, 1903, finished Livingston High School May, 1921. Took course in bookkeeping and stenographic work at Tyler Commercial College and had two summer courses in A. and M. College. Started work with the company March 1, 1928.

R. F. MURPHY

Born August 25, 1903, finished Jacksonville High School and had two years in Lon Morris College, Jacksonville. Began work with the Western Public Service Company, in Bryan as ice deliveryman, was transferred to Calvert to the Engineering Department, and later transferred to Conroe, as District Representative. Has been with the company three years.

The Twelfth Engineers (Light Railways) of the American Expeditionary Forces of the World War will hold their Regimental reunion at Jefferson Barracks in St. Louis, Mo., June 28-29-30, 1928. All former members are requested to communicate with John J. Barada, Secretary, 514 Kansas Street, St. Louis, Mo., for further details. If you happen to know anyone who served with this outfit overseas, please pass along this information.

up and on finding out just what day was wash day at his house, we promised to take an iron out the following week and demonstrate, however, when the time came, we were busy or had forgotten, but anyhow, to make a long story short—he came not long ago and brought with him an iron for the trade in allowance on a Westinghouse Automatic Iron. His wife had been afraid of an electric iron but holy horrors! She was using an antiquated gasoline burning affair that looked like it might go off any minute!



Upper left: Mr. John Davis (left) tells Mr. W. B. Gay he was born by a pine-knot fire but derned if he isn't goin' to die by electric light! Upper right: the old and the new in Montgomery distribution poles. Lower left: Masonic Lodge No. 25 which General Sam Houston visited. Lower right: A hundred years old and seeing his first power plant. Cotton, one of Montgomery's leading products.



Montgomery--One of Texas' Oldest Towns

Montgomery, one of the oldest towns in Texas, is now a Western Public Service Company community. An oil engine having been installed, it began operation on April 28 and at present are serving about fifty customers.

Being one of the oldest towns, Montgomery naturally is rich in history. General Sam Houston frequently visited the place and his signature appears in the records of the Masonic Lodge there. Montgomery is located on the main highway between Conroe and Navasota.

The following story was written by Major C. R. Scott, Co. A, 7th Reg. T. M. V., C. S. A., at the request of Superintendent Ray Hereford of Conroe. Major Scott is one of Montgomery's oldest citizens, having first made his home there in 1858. Major Scott's story:

"Montgomery County is situated in southeast Texas. It was created from Washington County in 1837. Montgomery was a small town then and was made the county seat of a small settlement, and was named after General James Montgomery of Texas Republic fame.

"The area of the county is 1068 square miles. In 1910 the population was about 17,000 and in 1920 was about 20,000.

"The old town of Montgomery was an early settlement and was the county capitol until it was moved to Conroe by vote in 1889. Towns of importance are first Montgomery, Willis, Magnolia, Security, Dobbin, Fostoria, New Caney and Splendora. Conroe now has 2,500 or 3,000 inhabitants.

"Some good old buildings are left in and about the old town; twelve or fifteen of them are still occupied by families. The most noted one of them I suppose is the log cabin built by Dr. C. B. Stewart one mile east of the old town, and is now occupied by a farmer. All of these old houses

were built in the latter part of the thirties or early forties. Dr. C. B. Stewart was one of the signers of the Texas Declaration of Independence at old Washington on the Brazos River, March 2, 1836.

"Montgomery County is served by six different lines of railroads: I. G. N., H. E. & W. T., G. C. & S. F., T. & B. V., I.-G. N. Division of Fort Worth and C. B. & N.

"The surface of Montgomery County consists of quite a variety of timber. The livestock industry is conducted along improved lines by the farmers. Water is abundant in all sections of the county, and the rainfall averages about 40 inches.

"There are many opportunities for home-seekers. Improved land in any size tracts sells for \$10.00 up to \$50.00 per acre and unimproved land \$7.50 to \$10.00 per acre.

"As you also ask for a history of the writer I can only give you a small sketch:

"I was born in Georgia November 13, 1843. I ran away from my dear mother Christmas, December, 1857. I went to school in Montgomery, Texas, in 1858, and also in San Antonio, Texas, in 1859 and 1860.

"When the war started between the States in 1861 I joined Company A, 7th Texas Cavalry, the original H. H. Sibley Brigade (now known in history as Tom Green's Brigade).

"We went to New Mexico in the fall of 1861 and had our first fight in the battle of Valverde February 21, 1862, from 7 o'clock a. m. to 4 p. m. General Tom Green in command said, "Boys I want General Canby's guns; when I yell, raise the yell and follow me." The boys ran over General Canby taking thirteen of his cannons. We buried some of them and brought Captain McCray's battery of four pieces with us to Texas in the fall of 1862.

"We were then ordered to Louisiana. I was with some others captured in a fight near Iberia the latter part of the summer of 1863. I was kept in the Custom House Prison in New Orleans, but was paroled out Christmas Day 1863. I thanked our 'Dam Yankee' cousins and told them that parole was the greatest Christmas gift I ever had in my life.



Are You Prepared?

By Edgar A. Guest

There's going to be a vacancy above
you later on;
Some day you'll find a foreman or
the superintendent gone.
And are you growing big enough,
when this shall be the case,
To quit the post you're holding now
and step into his place?

You do the work you have to do with
ease from day to day,
But are you getting ready to deserve
the larger pay?
If there should come a vacancy with
bigger tasks to do,
Could you step in and fill the place
if it were offered you?

Tomorrow's not so far away, nor is
the goal you seek;
Today you should be training for the
work you'll do next week.
Suppose that post is just ahead, each
day new changes brings—
Suppose that post were vacant now,
could you take charge of things?

It's not enough to know enough to
hold your place today,
It's not enough to do enough to earn
your weekly pay;
Some day there'll be a vacancy with
greater tasks to do—
Will you be ready for the place when
it shall fall to you?

—Progress Bulletin, The Railway
Education Bureau.

Hubie—"It was awful! Twenty-
seven Germans and one Irishman
killed in the wreck!"

Jimmie — "Indeed! The poor
man."

SOUR LAKE

During the latter part of May, ground
was broken in Sour Lake on the company
property for a new garage and wagon
shed. This building which will be made of
galvanized iron sheeting and structural
steel frame will be sufficiently large to
take care of all trucks and wagons, and
will have a work bench where small mi-
repairs can be handled.

Along with our new garage we are also
building a new brick pump house, suffi-
ciently commodious to house all our pump-
ing equipment and oil filtering, and stor-
age equipment. This building will take the
place of an old galvanized iron building
that has long since served its day, and
was no longer in keeping with the progres-
sive spirit of Stone and Webster proper-
ties. This pump house will have a con-
crete floor and there will be no exposed
conduit and piping.

Another new cooling tower is being
erected by the side of the present one. The
ammonia condensers which were recently
taken out of service at Huntsville, having
been sent to us to complete the installa-
tion.

The last steam unit in the Sour La-
plant is now in the process of remov-
having long since given way to the more
efficient and progressive method of high
line distribution. This unit, a Bates Cor-
liss Engine 16x36 inches direct connected
to Hawthorne AC Generator, 150 Kw, 3
phase, 2300 volt, 120 RPM, with exciter
attached, along with a 14x36 foot Murray-
Corliss Engine is being sold for junk cast
iron, soon to find its way to the cupola,
the scrap brass and copper perhaps to be
used again by some light and power plant
in the building of the more efficient high
line transmission system. This is only a
reminder of the fact that large bulky, ex-
pensive steam generating equipment in
isolated plants must, like the horse-drawn
vehicle, give way to the latest and most
approved method.

The space formerly occupied by this
equipment will be used for a store-room,
meter-room, and engineers' workroom.

Paul Himmelreich and A. E. Hatley at-
tended Engineers' Meeting in Beaumont
on Tuesday, May 15.



BUSINESS AND FINANCIAL OUTLOOK

From Stone & Webster and Blodget

Since the beginning of the year there have been indications of improvement in general business. Freight car loadings are still below the total for the corresponding period of last year, but this is due in large measure to smaller coal shipments. Bank debits, which constitute an excellent index of general business activity, have been running more than 10 per cent ahead of last year. An upturn has taken place in the steel and automobile industries, and the construction industry reports a high level of new contracts.

These increased activities in business, however, have not placed any burden upon the financial structure. The recent rise in the re-discount rate throughout the Federal Reserve system has been largely attributed to the desire to limit speculative market operations rather than due to any large increase in demand for money in general business.

Both the short and long term money markets continue to reflect basic financial strength and ease in credit. The United States, in becoming a great creditor nation, has been gradually accumulating a continuous flow of income from its previous investments, and these funds seeking re-investment are beginning to exercise a sustaining influence in the capital market.

There is apparently nothing to indicate a pronounced change in the credit situation, and firm prices may justifiably be expected for the better class of investment securities during the current year.

Cute



Here's little Barbara Louise Cargill making her first "stump speech." If she is running for office she certainly has our vote.

SOUNDS LIKE A CONVENTION

When we asked Mr. Buckley at the storeroom where he planned to go on his vacation he replied that Dallas had a strong bid in but he was willing to consider any offers other cities care to make.

PLAIN TALKS

P. E. McChesney, Advisor

K. E. Sutton, Editor

Associate Editors

Bradley McMaster

Mrs. Mary E. Ganchan

Jack Gammage, Art Editor

Published monthly, by and for Employees of Eastern Texas Electric Co., Gulf States Utilities Co., and Western Public Service Co., as a medium for a better appreciation of our responsibilities to each other and the public.



THE LAUGH PAGE

MISPLACED MEANING

"If you give me a penny, mother, I'll be good," said little Tommy.

"Oh, Tommy," said his mother. "Why can't you be like your father? He isn't good for a penny. He's good for nothing."

"Where'd you all git that derby hat?"

"Hit's a surprise fum mah wife."

"A surprise?"

"Ah cums home de other night unexpected an' found hit on de table."

ABIE'S ENGLISH

Teacher—"Use statue in a sentence."

Abie—"Ven I came in last night my papa says, 'Statue, Abie'?"

Billy—"Say, Tommy, how did you get such a black eye?"

Tommy—"Because I did not choose to run."

INTENSIVE FARMING

"Why are you running a steam roller over that field?" asked the stranger.

"I'm trying to raise mashed potatoes," explained the farmer.

HIS ONLY CHANCE

Dr. J. E. Mackenty of the Manhattan Eye, Ear and Throat Hospital, told a Christmas story at a dinner.

"A very ugly doctor attended a Christmas party, and caught a pretty girl under the mistletoe.

"Ah!" he said, as he put his arm around her waist. 'I've caught you under the mistletoe at last, and now I'm goin—'

But the girl wriggled free and panted:

"No, you don't, doctor. There's only one thing you'll ever be able to kiss me under.

"Yes?" said he. 'And what's that?'

"An anaesthetic," laughed the girl."

NO WONDER!

A policeman was walking his beat in a residential district, when a badly battered house-to-house salesman rushed up to him.

"Say, officer," he panted, pointing to a red-headed iceman, who had just climbed on his wagon, "I want that man arrested. Just look at what he did to me!"

Stalking majestically into the street, the policeman waved the ice-wagon to a halt, and demanded, "Did you hit this man?"

"Oi did," was the shameless reply.

"What for?"

"Alienation ov affections," replied the iceman. "He sold Bridget Nolan's missus wan ov thim electric ice boxes."

O. W. "Bill" Gaines, who played his first game of golf during the tournament this year, is proudly displaying a score card for his third time out showing two birdies, a couple of pars and a total for the nine holes at Pine Grove of 43.

"Papa, what is that man looking so gloomy for?"

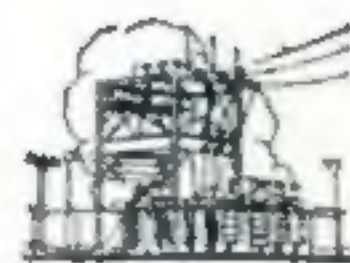
"Sh, son, he's in the ice business."

Here's the classic of the month. Mrs. Braunig sent the young man of the family to get some paregoric. On his return he laid before her a small paper sack and declared, "I got two fine ones for five cents." And the sack contained as fine a pair of "garlies" as you ever saw!

“Thought is the parent of progress. Thought creates all. Human beings are distinguished from other animals by this one power, the power of thought. The immortals of this world are they who thought deeper and more brilliantly than their fellows.”—B. C. Forbes in the Electrical Dealer.

IT IS WELL TO RE-
MEMBER THAT THE
WILLINGNESS ON OUR
PART TO SEE THE
CUSTOMER'S SIDE OF
A MISUNDERSTAND-
ING USUALLY EN-
COURAGES A WILL-
INGNESS ON THE CUS-
TOMER'S PART TO SEE
OUR SIDE.





BEAUMONT ENTERPRISE

30 Thousand Square Miles in Texas and Louisiana receive electric power from Gulf States Utilities Company's Neches Power Station



Connects Transmission Systems at Dayton



Oil Industry Electrified by Gulf States



The Gateway

Depen

The new N. attracted by I. process, for Company, r. dependable in and South

Westinghouse

2 STATES UNITE IN CELEBRATING NECHES STATION

Local Officials of Gulf States Utilities Company



All to im. als

STONE & WEBSTER

SINGING A SONG OF HELPFULNESS



The second unit at the Neches Station completed. The new generator, one of the largest in the southwest, is humming smoothly - humming a song of helpfulness.

Out over the wires it speeds along to farm and factory and home. Its name is electricity. Swiftly and quietly it comes to your aid. No task too small. None too large. Click! goes a switch and humanity's burden is lightened.

Truly a thing of magic is electricity. Its contribution to the development and prosperity of this country of ours is beyond calculation. Progress follows the copper highway.

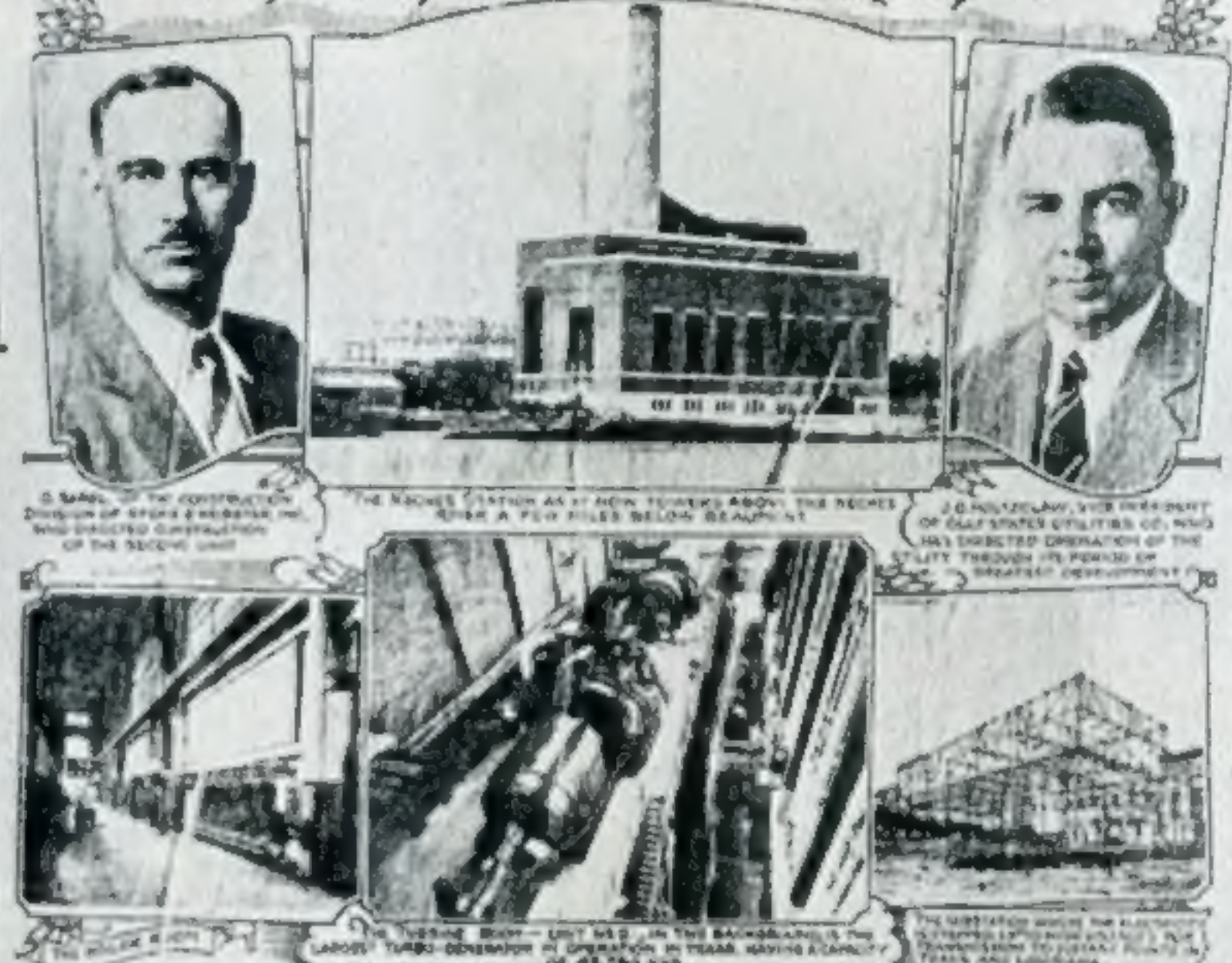
In adding a second unit at Neches Station we are again building ahead of the needs of this rich territory. But we are confident that development will follow and justify the addition for now every city and town that we serve can say, more proudly than ever:

"We have dependable public service. We have ample electric power. Approximately 80,000 horsepower at Neches Station are now back of your switch!"

Gulf States Utilities Company

THE BEAUMONT JOURNAL

Neches Station now one of Largest Power Plants in Texas
Construction force of Stone & Webster complete work on second unit for Gulf States Utilities Company



The Neches Station is now one of the largest power plants in Texas. The construction force of Stone & Webster has completed work on the second unit for the Gulf States Utilities Company. The station is now generating power for the city of Beaumont and the surrounding area.



Ch GENERAL ELECTRIC